



Pearson BTEC Sample Set Assignment Brief

Single Part Assignment

Unit 6 – Branding Products and Services

For use with:

Pearson International BTEC Level 3 qualifications in Marketing

Foundation Diploma/ Diploma / Extended Diploma

Advised Supervised hours	10 hours
---------------------------------	----------

For completion by the centre

Qualification (select as appropriate)	Foundation Diploma/Diploma/ Extended Diploma
Assessment date	

Instructions to Teachers/Tutors and/or Invigilators

The Pearson Set Assignment will be assessed internally by the centre using the unit assessment criteria detailed in the qualification specification. The assignment will be sampled by the Standards Verifier as part of the standards verification annual centre visit.

Conditions of supervision

The Pearson Set Assignment should be undertaken in conditions that assure the authenticity of outcome. This may require supervision.

We advise that the Pearson Set Assignment be completed in sessions that come to a total of ten hours. The Pearson Set Assignment should not be shared with learners prior to the start of the assessment period. Teachers/tutors are responsible for security of the Pearson Set Assignment and materials.

Outcomes for submission

Learners must complete this set assignment on a computer using word processing software. Learners must save their work regularly and ensure that all materials can be identified as their work.

Learners must submit their own, independent work as detailed in the set assignment, together with notes prepared. Each learner must complete an authentication sheet.

Instructions to Learners

Read the Set Assignment Information and Set Assignment carefully. You will be asked to carry out specific activities using the information provided. You will be given a specific period to complete the assignment including time to prepare summary notes to support you during the assessment.

Your tutor will advise you of the scheduled sessions for this work. Your notes should:

- be individually and independently prepared by you
- contain a maximum of 4 sides of A4, either handwritten or typed
- use short, bullet-point style information, and cannot contain long narrative pieces of text.

At all times you must work independently and must not share your work with other learners. You must complete an authentication sheet and submit this along with your work. This document contains the information you need to prepare for the Set Assignment.

Set Assignment Information

You are on your marketing work placement within the marketing department of a selected organisation (make sure this organisation has a reputation for strong brands). It is your first day and your line manager has asked you to show your knowledge and understanding of brand extensions by writing a report suitable for uploading to the organisation's intranet on the impact of branding, how it is used and recommendations for improvements to the brand extension for the organisation.

Set Assignment

You must complete ALL activities

ACTIVITY 1

As an aspiring marketer, you have been tasked to carry research and write a report on a selected organisation. The report will evaluate the impact of branding on that selected organisation.

- a) You will need to research the branding undertaken by the organisation. This research will be used in the report to illustrate how branding is used and the impact on the organisation.
- b) Your report should include:
 - An introduction about the organisation and its brands
 - A detailed explanation of the principles the organisation uses in its branding, ensuring you refer to the target audience, consumer feelings and connections with these brands
 - An explanation of how branding is part of its marketing mix
 - An explanation of how brands can be an asset to the organisation
 - An explanation of the ways in which the organisation protects its brands

- Details of the advantages and disadvantages of branding to the organisation, including the link between the impact of branding and how it helps to achieve the aims of the organisation e.g. an increase in market share, and improved competitive advantage.
- Supported judgements on the significance of the branding to this organisation

This activity covers learning aim A.
A.D1, A.M1, A.P1, A.P2

ACTIVITY 2

Your line manager was pleased with your report on branding and has asked you to carry out further research and write a follow-up report for the staff bulletin.

- a) You will need to carry out research.

Using the same organisation, you will need to choose **one** product/ service that has been launched as a **brand extension** and **another** contrasting product/ service that is a **new brand** within the organisation.

- b) Your report should include:

- the reasons why the organisation has a brand strategy
- how the branding of both your selected brand extension and new brand have been designed, giving detailed examples to illustrate this, including tangible/intangible elements, and touchpoints.

Now choose **one** of either your selected brand extension or new brand and consider how the branding has been used in more depth.

For your chosen brand extension **or** new brand, your report should also include:

- an analysis of the potential impact on the branding activities of:
 - internal influences
 - external influences
- an explanation of the **challenges** to the organisation of managing the branding of this to maintain its relationship with customers.
 - an explanation of its strengths and weaknesses (a brand audit)
 - details of the marketing strategies, materials and communications used
 - primary and secondary research data to determine customers' perception of it
 - comparison with competitors' brands for similar products
- an evaluation as to the extent to which the branding currently meets the aim(s) of the organisation (as given in your report for learning aim A)

Conclude your report by recommending changes that could be made by:

- analysing the reasons **why** changes may be needed
- justified recommendations of **how** the changes could reflect social trends.

This activity covers learning aims B and C
C.D3, B.D2, C.M3, B.M2, B.P3, B.P4, C.P5, C.P6